AMENDMENTS TO THE CLAIMS

1   1. (currently amended) A system for providing ~~distributing~~ content to ~~over~~ a plurality of

2   different types of channels ~~network~~, said system comprising:

3   a content object including the content to be provided over the plurality of different

4   channels ~~distributed over the network~~;

5   a plurality of rule objects ~~at least one rule object~~ operable to apply at least one

6   rule to said content object for ~~distribution over the network~~ providing the content to a content

7   provider designated channel, said content provider designated channel being at least one of said

8   plurality of different types of channels; and

9   at least one container object operable to receive and prepare said content object

10   having the at least one rule applied thereto for providing the content to said content provider

11   designated channel ~~distribution over the network~~.

1   2. (currently amended) The system according to claim 1, wherein the ~~network includes~~

2   ~~at least one of the following:~~plurality of different types of channels include at least one of a

3   video channel, a print channel and a web channel.

4   ~~————— terrestrial and satellite based.~~

1   3. (currently amended) The system according to claim 1, wherein one of the plurality of

2   different types of channels is an Internet channel. ~~the network is the Internet.~~

1   4. (currently amended) The system according to claim 1, wherein said content object

2   includes more than ~~at least~~one of the following:

2

3   text, graphics, image, video and sound content.

1   5. (original)   The system according to claim 1, wherein each rule object includes at least

2   one rule distinct from other rule objects.

1   6. (original)   The system according to claim 5, wherein the at least one distinct rule is

2   based on a specific channel for which the associated rule object is associated.

1   7. (original)   The system according to claim 5, wherein the at least one distinct rule is

2   based on a specific terminal for which the associated rule object is associated.

1   8. (original)   The system according to claim 5, further comprising a channel object

2   operable to receive said content object as prepared by said container object.

1   9. (original)   The system according to claim 8, wherein said channel object defines a

2   channel of distribution over the network.

1   10. (original) The system according to claim 8, wherein said channel object includes at

2   least one of the following channels:

3   Internet, wireless, cellular, and satellite.

1   11. (currently amended) The system according to claim 8, wherein the at least one rule

2   defines a process for which said content object is subject to for distribution over a particular

3   channel over the network.

1   12. (original) The system according to claim 11, wherein the process includes reducing

2   the amount of data to be distributed.

1   13. (currently amended) The system according to claim 11, wherein the particular

2   channel is predetermined by said content provider.

1   14. (original) The system according to claim 8, further comprising a directory lookup

2   service for assigning said content object to at least one rule and at least one container object.

1   15. (original) The system according to claim 9, further comprising an object broker.

1   16. (original) The system according to claim 8, wherein the preparation by the at least

2   one container object includes applying a template to said content object for display.

1   17. (currently amended) A method for providing distributing content to over a

2   distribution channel of a network, said method comprising:

3   receiving the content to be provided to the distribution channel, said distribution

4   channel being determined by a content provider distributed over the distribution channel of the

5   network;

6   applying at least one rule to the content, the at least one rule being based on the

7   distribution channel for the content to be provided; distributed; and

8   communicating the content having the at least one rule applied thereto to have at

9   least one data element further applied thereto via a distinct process from said applying of the at

10   least one rule, the content having the at least one rule and data element being applied thereto

11   <u>prior to being provided to said</u> ~~being prepared for distribution over the~~ distribution channel.

1   18. (currently amended) The method according to claim 17, further comprising

2   <u>providing</u> ~~distributing~~ the content having the at least one rule and data element being applied

3   thereto over the distribution channel ~~of the network~~.

1   19. (currently amended) The method according to claim 18, wherein the distribution

2   channel includes <u>a print publication channel and more than</u> ~~at least~~ one of the following:

3   email, broadcast, ethernet, wireless ethernet, cellular, <u>video</u> and the Internet.

1   20. - 21. (canceled)

1   22. (currently amended) The method according to claim 17, wherein the content

2   includes <u>more than</u> ~~at least~~ one of the following:

3   text, graphics, image, video, and audio.

1   23. (canceled)

1   24. (currently amended) A system for <u>providing content over the plurality of distribution</u>

2   <u>channels,</u> ~~distributing content over a distribution channel of a network,~~ said method comprising:

3   means for receiving the content to be <u>provided over the plurality of distribution</u>

4   <u>channels</u> ~~distributed over the distribution channel of the network~~;

5

5   means for applying at least one rule to the content, the at least one rule <u>for</u>

6 <u>defining how to provide the content to a content provider selected distribution channel;</u> ~~being~~

7 ~~based on the distribution channel for the content to be distributed;~~ and

8   means for communicating the content having the at least one rule applied thereto

9 to have at least one data element further applied thereto via a distinct process from said applying

10 of the at least one rule, the content having the at least one rule and data element being applied

11 thereto <u>prior to being provided over the content provider selected</u> ~~being prepared for distribution~~

12 ~~over the~~ distribution channel.

1 25. - 34. (canceled)